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BIZ OR BUST!



Are we going to be lost in the shuffle or soaked in the soup? Not by "a jug full." We take no man's dust on the trade track. We are too far ahead for that, and are fixed to stay in the game. We are after

THE SHINING SHEKELS

And we are getting 'em. The multitude of wise, prudent and economic buyers are paying 'em to us in exchange for the BEST and MOST EXTRAORDINARY VALUES ever offered to the purchasing public.

DALE, ROISE & QVALE'S BIG STORE.

"Straws show which way the wind blows," and figures show which way the trade goes.

DRESS GOODS DEPARTMENT.

You know the reputation this department enjoys in its **MAGNIFICENCE of VALUES** and grandeur of style. It is making a record for itself that any house might be proud of. We will give you a collection comprising imported goods in **SERGES, HENRIETTAS, CHEVOITS** and **BRIGHT TWO-TONED EFFECTS** that positively cannot be duplicated anywhere else for double the price we ask for it. In all these lines there is a full range of colors and run from 38 to 44 inches wide. Our price for these is **37 CENTS.**

ALL WOOL and SILK AND WOOL PLAIDS (New lines coming in daily) prices, **50 CENTS to \$1.25** per yard.

The great scarcity of plaids makes our assortment all the more deserving of attention. If there is one thing above another in this department that we pride ourselves over, it is our magnificent assortment of **BLACK GOODS.** The range of styles and prices leaves nothing to be desired. There is not a weave that ought to be here that isn't, and the values are without a parallel.

SILKS Have you seen our beautiful line in silks of the very latest things going, such as **MOIRE, ANTIQUE, CHAMILEON SILK, SATINS, CHAM-ELEON, STIPES, BROCADES, DAMMASSE, YABUTAI SATIN, DUCHESSE** in all colors and fancy changeable effects.

Carpet Department.

A very large line of well assorted **CARPETS, BRUSSELS, INGRAIN,** Etc. Come and see our elegant line of **RUGS.**

Knit Goods Department.

20 dozen Ladies' Knit Skirts, all lengths, heavy all wool, assorted colors, an elegant line, prices from **75c to \$2.00.**

15 dozen heavy wool Fascinators; a splendid assortment; prices from **45c to \$1.00.**

ART DEPARTMENT.

This department is very complete and we invite you to come and see our elegant line of **Stamps, Dailies, Scarfs, Pillow Shams,** Etc.

CLOAK Department.

Contains the largest and most carefully assorted stock it has ever been our good fortune to show.

An elegant line of

Beaver Jackets

With Storm Collars.

Prices from **\$5.00 to \$10.00**

Heavy All Wool Black and Navy Blue

Chinchilla,

VERY STYLISH GARMENTS.

From Eight to Twenty Dollars.

Children's Long Coats All of the latest styles in fancy mixtures and plain cloths, from **\$1.00 to \$9.00.**
Misses' Jackets Of fine quality, heavy beaver in brown, navy blue and tan, price **\$3.00** and up.
A beautiful line of **Capes** of the very latest styles, trimmed with **martens** Thibit edge.



CLOTHING Department.

A large line of Men's Clay Worsted, All Wool Chevoits, Cassimere, and Scotch Mixtures Suits sold from **\$12.00 to 15.00.** Our price is **\$10.**
OVERCOATS and ULSTERS in BEAVER, KERSEYS, MELTONS, CHINCILLAS and FRIEZES. A large assortment and the best in the market for the money.
A large line of **FUR COATS, COONS, DOGS, &c.**
BOYS' CLOTHING, All wool combination suits, double breasted coat, pants, doddle at knee, and "pull down" cap, regular price \$5, we sell them at **\$4.**
100 DOUBLE BREASTED TWO-PIECE SUITS, all wool Scotch Tweed, black and blue Chevoits from 6 to 15 years, regular price \$8 to \$15.50. Our price **\$2.50 to \$4.50.**
TROUSERS, bought to sell for \$2.50, Kersey and Chevoits, will close them out at **\$2.**
100 pairs Beaver Dam Cassimere, neat hair lines worth \$3.00, our price **\$2.00.**
50 pairs Riverside trousers worth \$4, our price per pair, **\$3.**
A fine line of English Corduroy trousers for **\$2.50 and \$3.25.**
We offer the best \$4 pants in the market to-day in all the very latest designs made.

Shoe Dept.

The values we offer in this department are surely ahead of anything you will see offered elsewhere, quality and workmanship considered. We are reaching out for the greatest shoe business in our history and in our eagerness to excel ourselves we have made some truly remarkable prices.

FLANNELS & BLANKETS.

Outing Flannels in all colors from **50c to 100c** a yard.
1000 pieces 10-4 Gray, White and Tan Blankets for **50c** per pair. Same blankets cannot be bought at the mills to-day for less than 75c, but in anticipation of a rise in cotton goods we bought 3000 pairs of these blankets in July and after the purchase was made we were offered a bonus of 10c a pair from the house if we would cancel the order which we refused to do, preferring every time to give our customers the benefit of bargains in all instances.

HOSIERY DEPARTMENT.

Things to inquire for especially this week for they are values a long way out of the ordinary.
Ladies' all-wool hose 1 and 2 ribbed with merino heels and toes at **25c** per pair. Cannot be duplicated anywhere for less than 35c.
Gent's extra heavy rib leg socks, seamless feet, natural gray, sold all over for 35c, our price **25c.**
Gent's fine quality seamless merino socks, light and dark assortment, English Mixtures, worth 40c; our special **30c.**

SPECIAL VALUES IN UNDERWEAR.

Men's Scotch Random shirts and drawers, quoted by others at 60c; our price for this lot each **38c.**
Men's heavy natural wool sanitary shirts and drawers, silk bound and pearl buttons on shirts; drawers finished with full tamped seam; worth 75c each; our price, **50c.**
Men's Scotch wool and Camel's hair underwear (These garments are free from all injurious dyes) worth \$1.35; our price **\$1.**
We have a large line of natural wool ladies' underwear, vests with ribbed skirts, silk bound, pants to match, price from **50c to 1.**



Dale, Roise & Qvale.

Fifth Street,

Willmar, Minn.